

## **SECTION 36 SIGNS** (Amended: County Commission Resolution No. 1997-81)

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**36.1 INTENT.** The purpose of this sign regulation is to preserve and maintain the Gallatin Canyon/Big Sky Zoning District as a visually attractive environment. These regulations are designed to encourage integrated and harmonious signage and to enable the identification of places, residences and businesses. These regulations are intended to lessen hazardous situations, confusion and visual clutter caused by the proliferation, improper placement, illumination, animation, and excessive height and bulk of signs.

### **36.2 DEFINITIONS.**

**Banner.** Any sign of lightweight fabric or similar material that is permanently mounted to a pole or a building by a permanent frame at one or more edges (see *Exempt signs*).

**Beacon.** Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot at the light source; also, any light with one or more beams that rotate or move.

**Billboard/off-premise sign.** A permanent outdoor sign which advertises foods, products or services not sold on the premises on which said sign is located (see *Prohibited signs*).

**Canopy sign.** Any sign that is part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window or outdoor service area. A marquee is not a canopy (see *Permitted signs*).

**Changeable copy sign.** A sign or portion thereof with characters, letters, numbers or illustrations that can be periodically or seasonally changed or rearranged without altering the face or the surface of the sign (see *Exempt signs*).

**Commercial message.** Any sign wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.

Construction sign. A temporary sign erected on the premises where construction is taking place, indicating those having a role or interest with respect to the current project (see *Temporary signs*).

Directional sign. Signs limited to directional messages, principally for pedestrian or vehicular traffic, such as “one-way,” “entrance” and “exit,” (see *Exempt signs*).

Flag. Any fabric, banner, or bunting containing distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or educational, religious or charitable institution (see *Exempt signs*).

Free-standing sign. Any nonmovable sign not affixed to a building (see *Permitted signs*).

Hanging sign. A sign hanging down or suspended from a marquee, awning, porch or the underside of a horizontal or inclined surface (see *Permitted signs*).

Home occupation sign. A sign containing only the name and occupation of a permitted home occupation (see *Exempt and Prohibited signs*).

Incidental or informational sign. A sign, generally informational, that has a purpose secondary to the use of the parcel on which it is located, such as “no parking,” “loading area,” “entrance,” “restrooms,” pickup and delivery areas and other directives. No sign with a commercial message shall be considered incidental (see *Exempt signs*).

Marquee. Any permanent roof-like canopy, often of metal or glass, projecting over an entrance (see *Permitted signs*).

Name plate. A sign, located on the premises, giving the name or address, or both, of the owner or occupant of a building or premises (see *Exempt signs*).

Non-conforming sign. A sign that does not conform to regulation requirements.

Pennant. Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind (see *Prohibited signs*).

Political sign. A temporary sign announcing or supporting political candidates or issues in connection with an election (see *Exempt signs*).

Portable yard sign: Portable yard signs (such as a sandwich-board sign), generally located on site, are intended to be displayed for less than 24 hours at a time for the purpose of announcing a garage sale, yard sale, open house, special sale or similar event (see *Exempt signs*).

Portal. A rustic entrance gate of stone, log or lumber, or combinations thereof, which may contain words, symbols or brands, indicating the address or identity of a park, farm, ranch or residence (see *Exempt signs*).

Projecting sign. Any sign affixed to a building or wall in a way that its leading edge extends more than six inches beyond the surface of the building or wall (see *Permitted signs*).

Real estate sign. A sign pertaining to the sale or lease of the premises, or a portion of the premises, on which the sign is located (see *Exempt signs*).

Sign. Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of a person or entity, or to communicate information of any kind to the public.

Sign area. The entire face of a sign, including the advertising surface and any framing, trim, or molding but not including the supporting structure (see *Computations*).

Special purpose sign. Signs and banners promoting events sponsored by civic, charitable, educational or other non-profit organizations (see *Exempt signs*).

Temporary sign. Any sign, not permanently mounted, used only temporarily (over 24 hours and not displayed for over 120 days). Temporary signs may announce properties for sale, lease or rent, or non-commercial signs (see *Temporary signs*).

Wall sign. Any sign attached to, and within six inches of a wall, painted on the wall surface, or erected and confined within the limits of an outside wall of any building or structure, supported by the wall or building (see *Permitted signs*).

Window sign. Any sign in a window designed to communicate information (see *Permitted signs*).

Zoning Enforcement Agent. The Gallatin County Planning Director or his/her designee.

### **36.3 PERMIT PROCEDURES**. No person shall erect, alter, or relocate any permanent or temporary sign within the District without first obtaining a

sign permit, unless the sign is exempt under this regulation. The following procedures shall govern all sign permits and Master Signage Plans:

**A. General Procedures:**

1. All sign permit or Master Signage Plan applications shall be submitted to the Zoning Enforcement Agent (the "Agent") in accordance with forms provided by the Gallatin County Planning Office. Applications must conform in every respect with the requirements of this ordinance and with any applicable Master Signage Plan.
2. The Agent shall review a sign permit application for completeness within five working days following receipt of the application. The Agent shall issue or reject the sign permit within 14 working days following submittal of a complete application.
3. A Master Signage Plan application shall be approved or rejected within 21 working days following submittal of a complete application or on the date of final action on any related application (land use permit, site plan, variance, conditional use permit, or development plans for signs involving new construction).
4. Detailed drawings showing the dimension, design, structure, and location of each sign are required. One application and permit may include multiple signs on the same lot.
5. Application fees in the amount of \$25 for an individual sign permit and \$50 for a Master Signage Plan must be paid at time of submittal to the Gallatin County Planning Office.

**B. Variances:** The County Commission shall consider variances in accordance with procedures outlined in this regulation (Section 43).

**C. Inspections:** The Agent shall inspect the lot for which each permit for a new or modified sign is issued within six months following issuance of a permit. The permit shall lapse and become void if construction is not completed within one year.

**36.4 PERMITTED SIGNS.** The following sign types are allowed subject to review based upon the regulations set forth in this code (see Exempt Signs (Section 35.6 for permitted signs which are exempt from review):

**A. Free-standing signs.**

1. Zoning restrictions. Free-standing signs are permitted in all zoning categories. In residential districts, free-standing signs are permitted only as part of subdivisions of 10 lots or more or master planned developments.
2. Setback and orientation. Free-standing signs must comply with appropriate setbacks. Perpendicular or parallel alignment is permitted provided that signs perpendicular to the road are finished on both sides, and that parallel signs maintain a setback of at least 25 feet from edge of pavement or gravel. The Agent may decrease this setback if siting affects public health and safety.
3. Density. One free-standing sign is the maximum permitted per lot or project. Two free-standing signs may be permitted, subject to Agent approval, if the property has more than 1000 feet of continuous frontage and more than one entrance. The square footage of both signs may not exceed 72 square feet (one 36-square-foot sign per entrance). Where there is frontage on more than one street, each frontage is treated independently although signage area cannot be transferred from one frontage to another.
4. Design. Free-standing monument signs with solid or enclosed bases are permitted. Signs supported by two or more poles without enclosed bases are also permitted provided that the exposed poles' height do not constitute more than 50 percent of the sign's overall height (i.e., the height of the open area beneath a sign cannot exceed 50 percent of the sign's total height). Single pole signs are not permitted except if used in conjunction with a horizontal cross-bar to support hanging signs on one side of the pole only, subject to the required projection and clearance provisions (Section 36.10).
5. Height limit. Free-standing signs cannot exceed 15 feet in height.
6. Size. Free-standing signs shall be limited to a maximum of 36 square feet unless a building has no other signage, in which case 45 square feet of signage is allowed (unless the sign is located on property fronting US Highway 191 as described in Section 36.8).

Content. Free-standing signs can only identify the building or business name.

**B. Window signs.** Permanent window signs may be placed as follows:

1. On windows below the second floor, no more than 25 percent of the window shall be obscured.

2. Windows on or above the second floor shall be limited to not more than two rows of lettering identifying the business with characters not exceeding six inches in height.
- C. **Wall signs.** Wall signs must meet all required standards and shall be placed so as to utilize a building's architectural features without obscuring them.
- D. **Projecting signs.** Projecting signs cannot exceed 18 square feet or project more than 36 inches from a building's face. Projecting signs must have at least eight feet of ground clearance unless reduced according to the projection and clearance provisions of Section 36.10 and cannot exceed the building height. Projecting signs may not extend beyond the applicant's property.
- E. **Hanging signs.** Hanging signs shall not project beyond the building, canopy, awning or colonnade and must have at least eight feet of ground clearance.
- F. **Awnings.** Awnings must blend with the architecture and not obscure details of the building. Awnings are counted as signage if they have lettering or other graphics conveying a commercial message or the name of a business or product sold in the building to which the awning is attached. The following restrictions apply to awnings:
1. **Signage area.** Only 20 percent of any one face of an awning may be used for signage.
  2. **Material.** Material should be high quality, colorfast and fade-resistant.
  3. **Color.** Awning colors are generally limited to a single field color with a contrasting color for lettering and logos. Two field colors may be used on a striped awning.
  4. **Illumination.** Illuminated (back lighted) translucent awnings or translucent letters on opaque backgrounds are not permitted (unless in conformance with Section 36.10).
  5. **Clearance and projection.** Awnings must have a minimum clearance of eight feet to the frame and seven feet to the bottom of the valance. Awnings may project a maximum of 36 inches from building face except when used as entrance canopies.

6. Entrance canopies. Entrance canopies may be used only if they lead to an entrance of a commercial use and if compatible with the building's architecture.
  7. Location of awnings. Awnings can only be used in a traditional manner above doors, windows, or walkways. Free-standing awnings are prohibited.
- G. Neon signs.** Neon may be used only for window signs. Animated neon is not permitted.
- H. Changeable copy signs.** Changeable copy signs may only be used in conjunction with theaters and gas stations (price listing only).
- I. Directory signs.** A maximum of 36 square feet of directory signage is permitted to provide information for commercial or residential projects.
- Directory signs can contain the building name, street address, and/or tenant names or unit numbers. Telephone numbers, rental information, or sales information is not permitted. Signs shall be located in the common area of the project and oriented toward a central pedestrian path or common parking area. Directory signs may not be oriented for off-site viewing.
- J. Directional signs.** Directional signs giving information or direction about recognized areas of regional importance or interest may be a maximum of 16 square feet.

**36.5 PROHIBITED SIGNS.** All signs not expressly permitted or exempt under this regulation hereunder in accordance with the previous section are prohibited. Such prohibited signs include, but are not limited to:

- A. Beacons.
- B. Billboards or off-premise signs (such as sandwich-board signs).
- C. Pennants.
- D. Light strings. Strings of lights not permanently mounted to a rigid background, except those exempt under Section 36.6.
- E. Neon signs. With the exception of window signs, all neon signs are prohibited.

- F. Home occupation signs are prohibited in the following districts: R-SF-1, R-MF-3500, R-SF-6000, R-SF-6500, R-SF-7500 and R-SF-11,000.
- G. Signs in the public right-of-way. No signs shall be allowed in the public right-of-way, except for the following:
  - 1. Permanent signs. Permanent signs, including:
    - a. Public signs erected by or on behalf of a governmental body to post legal notices, identify public property, convey public information, promote public safety, and direct or regulate pedestrian or vehicular traffic.
    - b. Bus-stop signs.
    - c. Incidental or public utility signs.
    - d. In the Meadow Center District only: awning, projecting and suspended signs projecting over a public right-of-way as approved by the Agent and in conformity with this Section.
  - 2. Emergency signs. Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized or permitted work within the public right-of-way.

**36.6 EXEMPT SIGNS.** The following signs shall be exempt from regulation under this ordinance:

- A. Any public notice or warning required by a valid and applicable federal, state, or local law, regulation, or ordinance.
- B. Any sign inside a building, not attached to a window or door, that is not legible from a distance of more than three feet beyond the lot line of the lot or parcel on which such sign is located.
- C. Works of art, banners, special purpose signs and/or flags that do not include a commercial message.
- D. Holiday lights and decorations with no commercial message.
- E. Non-commercial traffic control signs on private property meeting Department of Transportation standards.
- F. Up to three political signs are permitted on any one parcel of property 60 days preceding and 14 days following a general or special election. Political signs must comply with placement standards of this regulation.



- G.** “No trespassing,” “no hunting,” “beware of dog” signs, etc., no larger than four square feet, shall be allowed in all zones. Such signs shall not be located closer than 100 feet to a similar sign.
- H.** Name plates, no more than one square foot, identifying the name or address, or both, of the owner or occupant of a building or premises are permitted in all districts. Name plates may be used in lieu of a directory sign on multi-family projects. Directory signs may not be used in conjunction with name plates except that each unit may be identified with a number.
- I.** Signs and banners promoting events sponsored by non-profit organizations (special purpose signs) may be placed on private property up to two weeks in advance of the event. Removal must occur five days following event conclusion.
- J.** Home occupation signs may be a maximum of two square feet and are only permitted in the following districts: R-SF-2.5, R-SF-5, R-SF-10, R-SF-20, R-SF-40 and R-SF-100.
- K.** Portable yard signs are permitted in all districts for no more than 24 hours at a time. No more than two such signs are permitted per property, one of which must be on the property to which the sign pertains, and the other placed off-site for directional purposes.
- L.** Portal signs, if over a roadway entrance, shall provide 16 feet of clearance from the road crown to the bottom of the portal. The portal sign shall not hang down more than two feet from its support.
- M.** Signs such as “no smoking,” “restroom,” “no solicitors,” and “vacancy,” which relate to the permitted use and/or on-site informational signs are allowed in all districts. Such signs cannot exceed two square feet.
- N.** Real estate signs shall be no larger than three square feet and shall be placed on a lot by owners or their agents. Signs must be removed immediately upon closing of the sale or listing expiration.
- O.** Copy changes on a changeable copy, or marquee sign, for maintenance or seasonal variation where no structural changes are made, or for copy changes on signs using interchangeable letters.
- P.** Menus may be displayed on the inside of restaurant windows or inside a wall-mounted or free-standing display box. Display boxes, a maximum of two square feet, shall be designed and constructed to

coordinate with building design, withstand weather and located only on private property.

- Q.** Unique/historic signs in existence at the time this regulation was adopted meeting the following criteria as determined by the Zoning Enforcement Agent: (1) The sign is unique because there are few, or no others, similar to it; (2) The sign was not mass designed or produced and; (3) The sign is easily identified with a specific historic and/or cultural era or with an historically or culturally important building.

**36.7 TEMPORARY SIGNS:** Temporary signs are permitted in all zoning districts upon issuance of a Temporary Sign Permit and the following regulations:

- A. Time.** Temporary Sign Permits are issued for a specified 60-day period. Only two temporary sign permits shall be issued to the same business or property owner within a given year.
- B. Location.** Temporary signs must be located a minimum of 20 feet from the edge of the road or be within three feet of a structure. Temporary signs are not permitted in side yards. Signs may be displayed through windows or other glass areas subject to the restrictions of Section 36.4.
- C. Number.** Only one temporary sign is permitted on any one parcel of property, except political signs (36.6(F)).
- D. Size.** Temporary signs shall not exceed three square feet.
- E. Height.** No sign shall extend more than six feet above ground level (without snow). Mounting devices may extend no more than six inches above the sign.
- F. Temporary construction project signs.** Temporary construction project entry signs are permitted subject to the following regulations:
1. **Size.** Three square feet of temporary signage is allowed per residential unit, and two square feet of signage allowed per 1,000 square feet of commercial floor area. Construction signage cannot exceed 32 square feet in size or 10 feet in height from the ground.
  2. **Location.** Signage must be located according to the required setbacks.
  3. **Time limit.** Construction project signs may be installed upon granting of a County land use permit. The sign may remain so long

as initial construction continues. It must be removed if the land use permit expires or if a permanent sign is installed.

- G. **Color and materials.** Temporary signs, and construction project signs are subject to the Design Standards of Section 36.10.
- H. **Lighting prohibited.** No temporary sign, or construction project entry sign may be illuminated in any manner.
- I. **Exceptions.** Exceptions to the sign setback standards due to heavy vegetation or steep terrain may be granted, but not to the size or street orientation standards.

**36.8 US HIGHWAY 191.** The following requirements pertain to signs on property fronting US Highway 191:

- A. Free-standing signs are limited to a maximum of 100 square feet per building. If a building contains more than one business, a master signage plan must be submitted.
- B. Single-pole signs are permitted on property fronting US Highway 191.
- C. Signs on property fronting US Highway 191 can be internally illuminated.
- D. For property fronting US Highway 191, exposed sign surfaces may be constructed of plastic.

**36.9 NON-CONFORMING SIGNS.** Any sign in existence on the date of the adoption of this regulation but is not in conformance with the requirements of this regulation shall either be eliminated or brought into conformance no later than five years from the date of adoption. Non-conforming signs are subject to the following requirements:

- A. No action shall be taken to increase a sign's nonconformity. A change in the information on the face of an existing non-conforming sign is allowed.
- B. When any change, repair, or maintenance would constitute an expense of more than 25 percent of the lesser of the original value or replacement value of the sign, such non-conforming sign shall either be eliminated or brought into conformance.

**36.10 DESIGN STANDARDS.** All regulated signs must comply with the following design standards (see Section 36.8 for standards for US 191):

- A. **Size requirements.** The total area of all permanent signs on one building face, including window signs, wall signs, projecting signs, and hanging signs, shall not exceed 10 square feet per business per building face or eight square feet per business per building face if used in conjunction with a free-standing sign.
- B. **Materials.** Exposed sign surfaces shall be constructed of metal, glass, stone, Dryvit or similar material, concrete, brick, cloth, or solid wood, unless located on property fronting US 191. Other materials may be used in the following applications:
1. The face or background may be constructed of exterior grade plywood.
  2. Letters. Synthetic, natural or manufactured materials may be used for individual cut-out or cast letters in particular applications where the synthetic or manufactured nature of the material would not be obvious due to its finish and/or its location on the building. The Agent may approve other materials.
- C. **Color.** Signs must be finished in subdued earthtone colors including the full spectrum of soil, clay and coniferous tree colors which compliment the color scheme of the building. Off-whites, deep browns, greens and light grays to black are acceptable. Brighter colors may be used provided they are imbued with brown or black tones. A matte or flat finish is required for all painted surfaces. "Day-glo", fluorescent, reflective colored materials that give the appearance of changing color or brilliant luminescent colors are not permitted.
1. **Franchise colors.** The use of recognized franchise colors may be approved by the Agent.
- D. **Illumination.** With the exception of property fronting US Highway 191, all signs shall be lighted externally. Light fixtures must not obscure building ornamentation or clutter the building. Spot and flood lights shall be directed only at the sign surface, not directed off the property. No exposed light sources are allowed, and all light sources must be shaded to restrict light rays to the sign. Colored lighting is prohibited.
- E. **Content.** With the exception of theater marquees and filling station prices, sign content is limited to permanent material such as: the business name, the nature of the goods or services offered, and street address. (As previously noted, free-standing signs may only identify the name of the building or one business.) Prices and listing of specific items are prohibited. Logotypes or other symbols are appropriate. Signs including sculptures or other works of art shall be reviewed as a conditional use permit (Section 41). Signs containing misleading

content or false information are prohibited. If all requirements are met, signs containing ideological, political or other non-commercial messages shall be permitted.

- F. **Location on building.** Signage should compliment building design, establish a visual continuity with adjacent store fronts, relate directly to the store entrance and be compatible with building mass and scale. Signs must be oriented toward pedestrians or vehicles in close proximity; those oriented for distance viewing are not permitted.
- G. **Setbacks.** Permanent signs shall not be placed in the setback area as defined by the particular zone (except in the Commercial/Industrial Mixed Use District, signs may be set back 10 feet from the property line). The Agent may decrease the setback for reasons relating to public health and safety or due to terrain (see Section 36.7 for setback requirements for temporary signs).
- H. **Projection and clearance.** Signs cannot project more than 36 inches from a building face or pole. Projecting and hanging signs must maintain at least eight feet of clearance from ground level, or seven feet if sign projects or hangs over a landscaped area if the sign is set back at least three feet from any hard surface. Signs may not extend across the applicant's property line.

**36.11 COMPUTATIONS.** The following principles shall control the computation of sign area and height:

- A. **Individual signs.** Sign area shall comprise the entire face of a sign, including the advertising surface and any framing, trim, or molding but not including the supporting structure.
- B. **Multi-faced signs.** Area shall be computed by adding all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than 36 inches apart, the sign area shall be computed as the area of one of the faces.
- C. **Height.** Height shall be computed as the distance from the roadway crown to the tip of the highest attached component of the sign.

**36.12 MASTER SIGNAGE PLAN.** Buildings or clusters of buildings having more than one tenant or use, PUDs, multi-tenant condo associations and multi-lot incorporated property owners associations shall provide a Master Signage Plan for the entire structure or project. The Master Signage Plan must establish a common theme or design, compatible colors, lettering,

lettering style, symbols, scale and size of signs and/or identical background and similar construction.

**A. General standards.**

1. No permit shall be issued for an individual sign until a Master Signage Plan has been submitted to and approved by the Agent.
2. Signage plans for office buildings must focus on building identification. Individual tenants may be identified by using small lettering on a window, door or directories. Total signage area within the plan is subject to the maximum size limitations of this Section. Signage area is not transferable.
3. For multi-tenant retail and mixed-use buildings, sign plans shall be designed so that wall signage is confined to the building surface below the finished floor elevation of the second floor or 20 feet above adjacent natural grade, whichever is lower.

Signs below the finished floor elevation of the second floor may be located on flat wall areas, within windows or on sign bands above windows. Signage above the finished floor elevation of the second floor shall be restricted to one sign per building face identifying the building name and address. The Agent may grant exceptions to building with pre-existing signs band or unique architectural features.

**B. Contents.** A Master Signage Plan shall contain the following:

1. An accurate plot plan of the lot at the horizontal scale of not less than two hundred feet to the inch.
2. Location of buildings, parking lots, driveways, and landscaped areas on the lot.
3. Computation of the maximum total sign area, the maximum area and height for individual signs, and the number of freestanding signs.
4. An accurate indication of the proposed location of each present and future sign whether requiring a permit or not (with the exception of incidental signs).
5. Photographs of any existing signs.

- C. **Window signs.** A Master Signage Plan shall include type of window signs and shall indicate the area to be covered by window signs. The exact dimension or nature of every window sign is not required.
- D. **Consent.** The Master Signage Plan shall be signed by all owners or their authorized agents as required by the Agent.
- E. **Procedures.** A Master Signage Plan shall be included and simultaneously processed with any development plan, site plan, planned unit development plan, variance application, conditional use permit application, or any other official plan required by this regulation.
- F. **Amendment.** A Master Signage Plan may be amended by filing a new plan conforming with all pertinent requirements.
- G. **Binding effect.** After approval of a Master Signage Plan, all signs erected thereafter shall conform with such plan. Enforcement will occur in the same way as any provision of this regulation. In case of any conflict between the plan and the regulation, the regulation shall control.

### **36.13 PLANNED UNIT DEVELOPMENTS, MULTI-TENANT CONDO ASSOCIATIONS AND MULTI-LOT INCORPORATED PROPERTY OWNERS ASSOCIATIONS AND MASTER SIGNAGE PLAN**

All developers of PUDs, multi-tenant condo associations and multi-lot incorporated property owners associations shall either submit a Master Signage Plan, as required per Section 36.12 of this regulation, which is based on the minimum requirements of Section 36, or submit a Master Signage Plan based on alternative design, implementation and enforcement within the PUD, multi-tenant homeowners association, or multi-lot incorporated property owners association. The alternative Master Sign Plan options shall be submitted as per Section 36.13.B "Contents," reviewed and approved through the conditional use permit process, and administered and enforced by the developer, homeowners association or other assignee.

- A. **Intent.** The purpose of a PUD, multi-tenant condo association or multi-lot incorporated property owner's association alternative Master Signage Plan is to establish a coherent and appropriate signage plan for the entire project that will complement the land uses, architecture, and the built environment within the development. All developers or owner's associations of PUDs, multi-tenant condo associations or multi-lot incorporated property owner's associations shall develop standards that adhere to the following goals and objectives:

1. Provide signage that is in scale with the buildings and uses served
2. Provide signage that is unobtrusive but appropriate to its intended purpose
3. Provide signage that is legible and contains clear images
4. Management of signage by providing shared signage structures with multiple sign areas for individual tenants or building uses
5. Provide signage that contributes to achieving a unique identity for the particular development and its context with the greater Big Sky and Canyon areas
6. Encourage the use of forms, materials, images, and colors that reflect the scenic wildland context and that contribute to a sense of place
7. Provide signage within the community that is consistent with small town ambience
8. Create signage that does not detract from the surrounding views, both near and distant, within the Big Sky and Canyon areas
9. Master PUD applications must include development guidelines and statements of principle in lieu of master sign plans to guide subsequent PUD applications with the MPUD
10. In order to aid the progressive completion of multi-phase or multi-year projects the alternate master sign plan for PUDs, multi-tenant condo associations or multi-lot incorporated property owner's associations may include plans for temporary development signs, including sales and directory signs, consistent with this section

**B. Contents.** An alternative Master Sign Plan shall contain the following:

1. A master site plan with the following information:
  - a. An accurate plan of the lots at the horizontal scale of not less than two hundred feet to the inch.
  - b. The proposed location of buildings, parking lots, driveways and landscaped areas on the lot(s).
  - c. Computation of the proposed maximum total sign area, the proposed maximum area and height for individual signs, and the proposed number of



freestanding signs, for each lot or building (presented in a table format).

- d. An accurate indication of the proposed location of each present and future freestanding signs (with the exception of incidental or exempt signs).
- e. An indication of where temporary development signs will be located, when they will be installed and when they will be removed.

2. A written text section addressing the following for the alternative Master Signage Plan:

- a. Intent statement
- b. Definitions of terms used in the Master Signage Plan Document
- c. Permitting procedures with the Master Signage Plan and with the Gallatin County Zoning Enforcement Agent
- d. Permitted Signs
- e. Prohibited Signs
- f. Exempt Signs
- g. Temporary Signs
- h. Design Standards
- i. Computations
- j. Maintenance of Signs
- k. Violations and Enforcement

*(Amended: County Commission Resolution No. 2004-78)*

**36.14 VIOLATIONS.** The following are considered violations of this regulation and are subject to the enforcement remedies and penalties provided by this regulation and by state law:

- A.** To install, create, erect, or maintain any sign inconsistent with any plan or permit governing such sign or lot on which sign is located.
- B.** To install, create, erect, or maintain any sign requiring a permit without a permit.
- C.** To fail to remove any sign that is installed, created, erected, or maintained in violation of this regulation.

- D.** Each day of a continued violation shall be considered a separate violation when applying the penalty portions of this regulation.
- E.** Each sign installed, created, erected, or maintained in violation of this regulation shall be considered separately